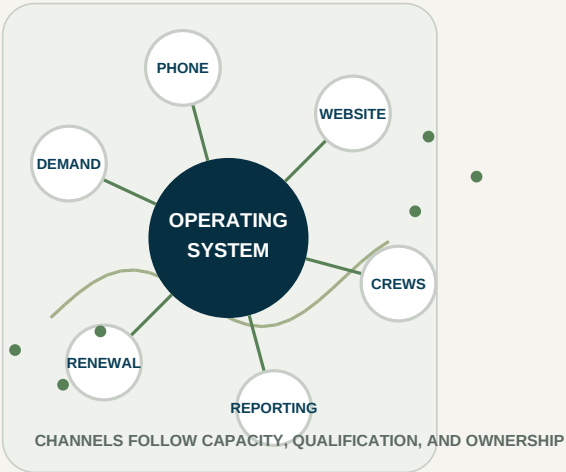


PAID SEARCH

How to Structure Google Ads Around Crew Capacity

A search campaign model that buys the work your schedule can deliver, not every click available.



THE CONSTRAINT

Google Ads can fill the estimate calendar faster than production can fill the work calendar. When campaigns ignore crew capacity, the company pays to create backlog, slow response, and jobs outside the best territory.

USE THIS WHEN

Use this when search demand is available but service mix and schedule change week to week.

DO NOT START HERE

Do not increase budget because impression share looks low. Increase only when booked-work capacity exists.

Inputs to gather before the first meeting

- 1 Sellable crew hours by service
- 2 Target territories and travel limits
- 3 Estimator availability
- 4 Booked-job value and margin

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Split campaigns by operating unit

Separate service lines, territories, and branch ownership. Budget and stop rules should follow the part of the operation that delivers the work.

02 Write intent-specific ads

Match the search to the service, buyer, property type, and next step. Remove broad language that invites work you do not price or staff.

03 Send traffic to one job path

Use a service-specific landing page with proof, process, qualification, and call tracking. Do not send every campaign to the homepage.

04 Connect sales outcomes

Track calls and forms into qualified, estimate booked, won, and lost stages. Cheap clicks are not the result.

05 Review capacity every week

Raise, reduce, or pause budgets based on staffed capacity, backlog, and the services that need work. The campaign should follow the schedule.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Qualified search enquiries

02

Booked estimate cost

03

Close rate by campaign

04

Backlog by service

Thirty-day rollout

WEEK 1

build capacity and service map.

WEEK 2

restructure campaigns and pages.

WEEK 3

connect call and form outcomes.

WEEK 4

set weekly budget rules.

Stop and scale rules

- Budget by service capacity, not by platform recommendation.
- Search terms that cannot become profitable work are removed quickly.
- Ad spend remains separate and is billed direct.

Launch checklist

- ☐ Services separated
- ☐ Territories documented
- ☐ Negative terms reviewed
- ☐ Landing pages matched
- ☐ Sales stages connected
- ☐ Capacity review booked

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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